

TASK STATEMENT OF WORK (SOW)

I. BACKGROUND AND PURPOSE OF THE TASK

The Census Bureau must have the public's trust if it wants their cooperation. Therefore, it is essential that the Census Bureau get the message out that answering the census is completely confidential. Based on previous testing, the Census Bureau developed a fact sheet to help Census 2000 partners understand its confidentiality policy and explain it to their constituents. Also, a confidentiality message appears prominently on the Census 2000 questionnaires. Most recently, preliminary posters were developed using a simple message combined with a simple symbol to convey the idea of confidentiality to the general public.

Focus group testing is necessary to insure that the final selection of a confidentiality poster is both effective and nonoffensive. Because the final preparations for Census 2000 are underway, time is of the essence. The groups need to be conducted as soon as possible and the results of the testing need to be available shortly thereafter.

II. STATEMENT OF WORK (SOW)

Four preliminary confidentiality posters will be shown to focus groups. These posters will be full-scale (11X17), full color mock-ups, including the following:

- 1.Safe
- 2.Padlocked Questionnaire
- 3.Padlocked Computer
- 4.Swearing in

Focus groups will review the preliminary posters and comment on their ability to convey the message that answering the census is completely confidential. The group members will also be probed to find out if there is anything offensive in the preliminary posters and how the posters could be improved to better convey the confidentiality message. The focus group facilitator will attempt to find the answers to the following questions:

- 1.Do any of the four posters convey the message that answering the census is safe?
- 2.Which of the four posters best conveys the message that answering the census is safe?
- 3.Is there anything offensive in the message or artwork used in these posters?
- 4.How can these posters be improved so that they will best relay the census message about confidentiality in a nonoffensive manner?

The contractor will conduct at least five, two-hour long focus groups, representing five ethnic groups that are historically undercounted by the census: including African Americans, American Indians and Alaska Natives, Asian Americans and American Pacific Islanders, Hispanic Americans, and low income, low education whites. The contractor will screen for focus group members who are undecided about answering the census. Each focus group should be composed

of 8 to 12 members.

The focus groups will be held in cities where it will be as easy as possible to recruit the five groups. The facilities for the focus groups will include a one-way mirror through which Census Bureau employees and Census 2000 partners can observe the testing. Visual and audio recordings of the focus group sessions will be produced. The members of the focus groups will be informed about the recordings and observers before each session begins.

III. PRODUCTS

There will be a post-award meeting where members of the Census 2000 Publicity Office (C2PO) Staff will meet with the contractor and discuss the plan for focus group testing the confidentiality posters.

The contractor will submit a revised work plan and schedule, including a moderator's guide for approval of the Census 2000 Publicity Office.

The contractor will secure a facility for conducting the focus groups and recruit and pay the participants.

The focus groups will be conducted and recorded.

The recordings and a final report will be turned over to the Census Bureau.

IV. SCHEDULE

Post Award Meeting	Within 1 week of task award
Moderator's Guide	Within 2 weeks of task award
Focus groups take place	June 28 - July 9
Oral report due	July 19
Written report due	August 2

V. STAFFING

At least one trained facilitator will be required to conduct the focus groups.

VI. GOVERNMENT FURNISHED MATERIALS

The Census 2000 Publicity Office will supply the preliminary confidentiality posters. If it is determined that additional materials are needed (such as questionnaires or fact sheets), these items will also be supplied by C2PO.

VII. PERFORMANCE MEASURES

The successful completion of the focus groups will be determined by the timeliness, usefulness, clarity, and accuracy of the final report. The project should stay within budget.